

# 2019 Agenda

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## 9:00 am Breakfast & Registration

60 min

## 10:00 am CHALLENGING THE STATUS QUO

30 min



**Andreas Reiffen**  
CEO & Founder of Crealytics

Andreas kickstarts the first session by introducing the event and its purpose. You'll hear first party research, collected from over 100 retail and wholesale senior marketers, as to what's holding back retail media from achieving its potential. From measurement challenges, inter-company squabbling, and technology limitation, expect to learn how retailers and brands must challenge the status quo in order to thrive and win in this new economy.

## 10:30 am Opening Keynote Panel

60 min

### PERSPECTIVES 2020: THE FUTURE IS COLLABORATION

What does the future hold for eCommerce retail? We're asking 4 senior leaders (we're keeping their names a surprise – but it will be BIG) from the top of the retail game – one multi-brand retailer, a single brander, one marketplace and an agency CEO – to share their points of view and perspectives on eCommerce. Expect an exploration of how these four pillars of the retail community must collaborate in new ways in order to compete and win.

## 11:30 am Dedicated Panel

30 min

### BRANDS – FINDING THE PERFECT BALANCE

In the marketplace economy, brands have an incredible number of opportunities to connect directly with their consumers...so why has this created more challenges than it's solved? Our dedicated panel addresses the dynamics involved in managing a direct to consumer business alongside wholesale commitments and marketplace sales channels.



**Louisa Chen**  
CFO, Sole Society



**Ajay Kapoor**  
VP Global Marketing,  
DTC, UX, Helen of Troy



**Amie Borges**  
VP Sales, 7 For All  
Mankind



**Wayne Blum**  
Director US eCommerce  
Strategy & Partnerships,  
Diageo



**MODERATED BY**  
**Dave Goulden**  
CPO, OneMarket

## 12:00 am Lunch and Networking Break

60 min

## 1:00 pm Keynote Speaker

45 min

### NATE SILVER: TRUMP, DATA SCIENCE, AND EVERYTHING IN BETWEEN



**Nate Silver**  
Founder, FiveThirtyEight.com

The founder of FiveThirtyEight.com will cover a spectrum of subjects, with each one more fascinating than the last. Expect hard hitting analysis and scarily accurate predictions.

## 1:45 pm Breakout Sessions

45 min

Grab and pen and notepad: it's time to sharpen your skillsets. We run each of these groups in parallel. Just pick the one you'll find most valuable:

### Breakout Session A

#### CO-OPPORTUNITY! ANSWERING THE \$42 BILLION QUESTION

Brands and retailers have used offline "co-op" budgets for over a century. Only now, though, has its online equivalent picked up traction. Digital co-op may be worth up to \$42 billion. This breakout panel will educate you about co-op's best practices, and the tricky topic of measuring spend performance.

### Breakout Session B

#### REVEALED: FIVE HIDDEN PROBLEMS WITH YOUR SPONSORED AD PROGRAM

What if we told you that today's SPA programs come with a surprising number of shortcomings? Did you know that publishers face near-invisible challenges that limit your opportunities, or worse yet, reduce profits? And that brand advertisers have a lot more options in terms of channel execution and data exchange than it initially appears? This session will explore how to avoid any beginner pitfalls and maximize your SPA opportunity.

### Breakout Session C

#### NAVIGATING THE AMAZON JUNGLE

Amazon seems to be making changes to its advertising program at a reckless speed. Many of these promise great results, but how can you be sure you're getting incremental revenue growth? This session will introduce you to the latest Amazon marketing opportunities, and teach you how to find safe passage through this ever-changing space.

## 2:30 pm Networking Break

30 min

## 3:00 pm Dedicated Panel

30 min

### RETAIL: HOW TO STAND OUT FROM THE CROWD

The platform economy continues to flex its muscles. As it does, traditional eCommerce retailers have had to transition across all aspects of their business. But this change has yet to be defined. How can retailers reinvent themselves to take advantage of a new framework. We'll discuss how with the help of several, heavyweight retail experts.



**Jon Craner**  
Head of Co-op  
Advertising, Overstock



**Brian Doherty**  
Manager of Media and  
Partnerships, Zulily



**Marc Lupinacci**  
Market Lead,  
ASOS U.S.



**Nathaniel Brogadir**  
Chief Business Officer,  
Delivery.com

## 3:30 pm Dedicated Panel

30 min

### AMAZON – LEVELING THE PLAYING FIELD

Amazon has breathed life into hundreds of businesses shrewd enough to use it "properly." In this respect, the Seattle-based behemoth has leveled the playing field in a way that other channels haven't. Meet some of the brands who succeeded against larger, more established players – and learn what they do to keep winning.



**Andrew Jacobs**  
Director of  
eCommerce, JamPaper



**Kyle McWhirter**  
General Manager,  
Spotlight by MediaLink



**Moshe Melamed**  
COO,  
Modway Furniture



**Mike Cangi**  
Co-founder,  
United By Blue

## 4:00 pm Keynote Speaker

45 min

### Q&A WITH CHRIS WYLIE: CROOKED DATA, FASHION FORECASTS AND THE ALT-RIGHT, AND CAMBRIDGE ANALYTICA



**Chris Wylie**  
Data Scientist & Director of Research, H&M

Millennial whistle-blower Chris Wylie shocked the world by breaking the Cambridge Analytica scandal. At NYKG19, we'll ask him about "weaponized" algorithms, and the triangle of data, fashion and the alt-right. Now H&M's Chief Data Scientist, expect a whirlwind of insight from the man who flipped government and state attitudes to data misuse upside down.

## 4:45 pm Closing Remarks – Andreas Reiffen

15 min

Andreas will close an action-packed day with a brief coda.

## 5:00 pm Cocktail Reception

SSSSHHHHHHH! Downstairs there's a speakeasy serving cocktails and small snacks – a perfect end to a day filled with insider knowledge and tradecraft sharing.